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Assembly Committee on Transportation
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City of Milwaukee testimony on Assembly Bill 529:

Thank you to the Chair and to the committee for allowing me to testify on AB 529. The City of Milwaukee supports this bill. In fact, on September 22, 2009, the Common Council passed a resolution by immediate adoption seeking state authorization to establish a taxi medallion system. Additionally, this initiative was also included in the City of Milwaukee's 2011-12 legislative package.


 Wisconsin State Statutes authorize the City to regulate and license the taxicab business and we have been doing so since 1928. The purpose of our regulations is to provide for safe, convenient, and efficient transportation for the general public, enhance the image of the city and to more effectively serve visitors and to enhance the role of the private sector in public transportation.

Through our regulations we annually inspect vehicles and require certain vehicle conditions to be maintained. We license all drivers and set a maximum fare that can be charged. Under AB 529, this would not change. We would continue to ensure public safety and consumer protection.

AB 529 would allow the City to adopt a taxi medallion system following an industry standard that is seen other cities such as New York, Chicago, Boston, and San Francisco.

This proposal is an attempt to further professionalize the taxicab industry which is an important component for public transportation and essential to a wide range of customers with a variety of transportation needs. Establishing a medallion system, allows the taxicab operators to make investments in cars and technology, that without this system, they would be unlikely or unable to make.

The City benefits from a more professional industry that is critically important to Milwaukee's business and economic community. We will also benefit from the ability to recoup more of our administrative costs and from revenue generated by a public auction. Consumers will benefit from the investments made by the industry whose costs will not be passed onto them. We see it as a win-win.

 We will be seeking a technical amendment that rather than conduct an annual study would require us to do a study prior to any auction.

Thank you for your consideration of our position on AB 529. We urge you to support this bill.

For more information, please contact:

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